

ORDER



Orders	Order / Rev:	163833
	Alt Order #:	06281306
	Product Desc:	ROB ZERBAN FOR CONGR
	Estimate:	3185
	Flight Dates:	10/22/12 - 11/05/12
	Original Date / Rev:	08/16/12 / 08/16/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Vicky Rehill
Sales Office:	HCHI
Sales Region:	NAT

Agency	Name:	Adelstein/Liston
	Buying Contact:	Candy Kyle
	Billing Contact:	222 W. Ontario St. Chicago, IL 60610

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Poli/R Zerban for Congress
	Demographic:	A35+
	Product Codes:	PL Candidate
	Priority:	POL
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:30:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	12	\$5,100.00	\$4,335.00
10/29/12	11/05/12	16	\$9,300.00	\$7,905.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$5,100.00	\$4,335.00	0.00
November 2012	16	\$9,300.00	\$7,905.00	0.00
Totals	28	\$14,400.00	\$12,240.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Vicky Rehill			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	9%	\$14,400.00
Market	100%	\$160,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$1,600.00
WISN	34%	\$54,400.00
WITI	25%	\$40,000.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	30%	\$48,000.00
WVTV	1%	\$1,600.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/22/12	11/02/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MTWTF--	:30	1	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	MTWTF--	1	\$350.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	1	\$350.00	0.00								
E 2	WDJT	10/22/12	11/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	MTWTF--	:30	2	\$300.00	P-2	0.00	NM	4	\$1,200.00

